Starkey®

BETTER HEARING IS NOT ONE SIZE FITS ALL.

BETTER HEARING IS **CUSTOM** FIT TO THE INDIVIDUAL

Better hearing is right here, right now.

Just as no two people are alike, no two patients' hearing losses are the same. Now, with the addition of our full lineup of Wi Series custom styles to complement our popular RIC 13 and RIC 312, creating a personalized experience and one-of-a-kind solution for each and every patient has never been easier.

BETTER HEARING IS MORE PERSONAL THAN EVER

Wi series CUSTOM

Patients come to you seeking a hearing solution that fits them perfectly. Offer them the best with Wi Series wireless hearing aids. Already a proven favorite with clinicians and patients, we've enhanced our Wi Series wireless product line with new custom styles – including our fully functional Secret Ear CIC – as well as an array of innovative features designed to help you bring better hearing to more patients than ever.

INTRODUCING SECRET EAR CIC

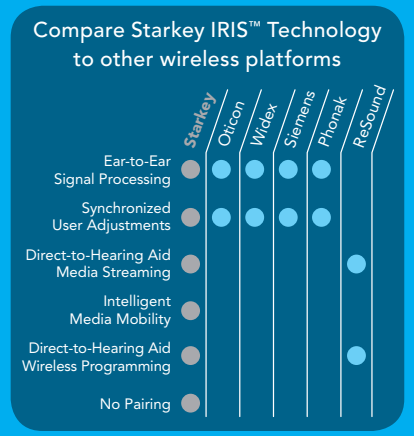
Wi Series' new Secret Ear CIC gives patients looking for a discreet option all the benefits of a fully functional wireless hearing aid.

For decades, Starkey has been the undisputed leader in custom manufacturing. And thanks to our renowned Comfort Fit process, we can offer smaller, more comfortable custom wireless products – including our small but powerful Secret Ear CIC featuring a 10A battery.

All our custom wireless products, including Secret Ear CIC, offer full wireless functionality.

- Complete wireless media streaming and programming
- The benefits of Binaural Spatial Mapping
- Synchronized user controls
- Optional volume control, program switch, and automatic telephone response

BETTER HEARING IS WIRELESS THAT DELIVERS MORE



Data reflects wireless products available January 2012.

The exceptional performance and power of our popular Wi Series product line is made possible by IRIS Technology, our proprietary wireless platform. Constantly monitoring and scanning the wearer's environment, IRIS Technology is designed to deliver a combination of benefits no other wireless product can.

SurfLink™

With our innovative SurfLink Programmer, Media and Remote accessories, Wi Series delivers true wireless connectivity.

Our **SurfLink Programmer**, combined with IRIS Technology and Inspire® fitting software, gives you the ultimate speed and flexibility in direct-to-hearing aid wireless programming.

- Detects your patients' Wi Series devices in seconds
- Features at least a 20-foot range
- Frees patients to move around during counseling and demonstrations
- Connects via standard USB cable
- Requires no additional hardware for the patient
- Is 4x faster than HiPro and nearly twice as fast as NOAHLink and nEARcom

BETTER HEARING IS **NO WIRES,** RELAYS OR HASSLES

SurfLink Media provides patients with the first set-and-forget media streaming solution.

- Streams stereo sound directly from media devices to the patient's hearing aids without the need for pairing or body-worn relay devices
- Uses Intelligent Media Mobility to allow seamless room-to-room transitions between media devices
- Enables multiple people wearing Wi Series hearing aids to connect to a single device
- Eliminates audio delay and lip-sync issues* commonly found with other wireless systems
- Helps prevent patients and companions from fighting over the volume

Latency is unnoticeable according to International Telecommunications Union standards.

Give patients control over their Wi Series hearing aids with our **SurfLink Remote**.

- Lets patients make memory and volume adjustments, mute their hearing instruments, or go in and out of streaming mode
- Provides unprecedented control and convenience for custom products – including our Secret Ear CIC
- Activates iQ Boost, which allows patients to enable aggressive noise reduction while optimizing sound quality in extremely noisy situations

BETTER HEARING IS LESS NOISE MORE CONVERSATION

In 2010, Starkey tackled hearing in noise with Voice iQ, our revolutionary noise reduction and speech preservation system. Now, with **Voice iQ²**, we've nearly doubled the noise reduction capability while still maintaining speech. Continually perfected at our acclaimed research center in Berkeley, California and in real-world clinical trials, Voice iQ²:

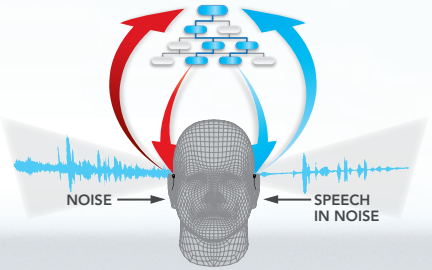
- Is designed to help patients focus on the sounds they want to hear by reducing the sounds they don't
- Reduces listening effort and cognitive fatigue when used in tandem with InVision Directionality*
- Instantly applies variable noise adaptation in all channels between each pause
- Provides up to 20dB of noise reduction

Sarampalis, A., Kalluri, S., Edwards, B., Hafter, E. (2009, October). Objective measures of listening effort: Effects of background noise and noise reduction. Journal of Speech, Language, and Hearing Research, 52, 1230-1240.

BETTER HEARING IS AS CLOSE TO NATURAL AS IT CAN SOUND

Coordinating the digital signal processing algorithms between a patient's hearing aids is key to listening comfort. Whereas other ear-to-ear protocols force synchronized hearing aid response to match the dominant input, Starkey's proprietary **Binaural Spatial Mapping** system intelligently optimizes SNR settings based on estimates from *both* ears, even if it's asymmetrical. As a result, Binaural Spatial Mapping:

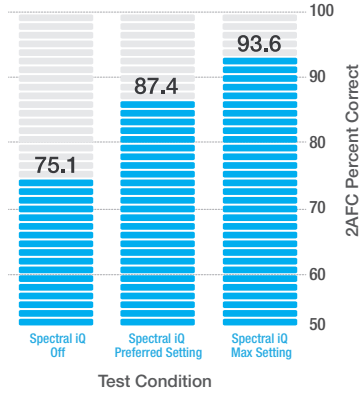
- Boosts the performance of our Acoustic Scene Analyzer, which includes InVision Directionality, AudioScapes and Voice iQ[2]
- Is designed to deliver maximum listening comfort and provide a more natural 3D-like sound
- Minimizes patient's perception of disparity and switching



BETTER HEARING IS EVERY WORD LOUD AND CLEAR

We've forever raised the bar on frequency lowering technologies with **Spectral iQ**. The industry's smartest way to restore audibility for patients with steeply sloping, high-frequency hearing loss, Spectral iQ:

- Intelligently identifies high-frequency speech cues, then replicates them in lower frequencies
- Does not limit high-frequency bandwidth, which competing technologies do
- Maintains important frequency relationships, retaining the sound quality that comes from harmonic distribution, while restoring high-frequency speech audibility for patients that may have previously been considered unaidable
- Is better able to identify speech sounds with high-frequency components such as "s" while not affecting other already audible speech sounds



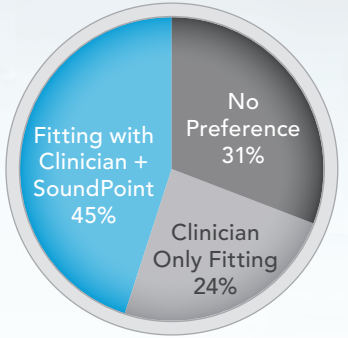
Percent correct identification of word final fricatives /s/ or /z/, as a function of Spectral iQ settings on the S-test (Robinson, Baer, and Moore, 2007).* Patients performed significantly better with Spectral iQ on at their preferred setting than with Spectral iQ off ($p<0.001$). Moving from their preferred setting to the maximum setting again showed significant improvements in word final consonant identification ($p<0.05$).

Data is from a 2011 Starkey Clinical Trial.

Robinson, J.D., Baer, T. & Moore, B.C.J. (2007). Using transposition to improve consonant discrimination and detection for listeners with severe high-frequency hearing loss. International Journal of Audiology, 46(6), 293-308.

BETTER HEARING IS
FIRST-FIT SATISFACTION

An engaged patient is a satisfied patient – and our revolutionary **SoundPoint** fitting tool takes patient interaction to a whole new level. Perfect for every fitting, SoundPoint places subjective sound quality adjustment control in your patients' hands, giving them a bigger sense of ownership of their fitting.



In field trials, nearly twice as many participants preferred their SoundPoint and clinician fitting over a clinician-only fitting.

- By interacting with the SoundPoint screen, patients can pinpoint the sound qualities and volume they prefer without impacting audibility
- Research shows that outcomes are improved when patients are involved in the decision making process[1]
- Can be used to reduce the amount of office visits required to arrive at subjectively acceptable settings[2]

[1] *Dundas, J. Andrew, Ph.D., & Valentine, Susie, Ph.D. (2011). Improving the Hearing Aid Fitting: Introducing SoundPoint.*
[2] *Dundas, J. Andrew, Ph.D., Valentine, Susie, Ph.D., & Fitz, Kelly, Ph.D. (2011). Evidence for the Use of a New Patient-Centered Fitting Tool, hearingreview.com.*

Like our Wi Series RIC products, our custom styles come loaded with Starkey's industry-leading features.

BETTER HEARING IS COMFORTABLE AND EFFORTLESS

FEATURES

Self Learning

Gradually and automatically learns patient volume control preferences in each active memory.

- Helps reduce the number of manual volume control adjustments the patient needs to make over time
- Designed to ease patient transition to new technology

Hear Clear™ with HydraShield®2

This innovative moisture protection system enables all Wi Series custom wireless products to provide unprecedented resistance to wax and water.

Swap Fit

Fitting function that allows you to transfer patient settings from their current Starkey product to a new Starkey product.

- Enables more time for fine-tuning and counseling
- Helps provide familiar sound quality characteristics if desired by patients

PureWave Feedback Eliminator

Continues to make feedback a thing of the past, with up to 28dB of added stable gain*.

Sound Enhancements

We've updated our signal processing architecture to improve overall sound quality and efficiency. Including:

- **New vent modeling** – allows for greater precision during fitting and more accuracy during first fits
- **Improved compression** – delivers more comfortable, audible sound by enhancing the responsiveness to varying signal inputs
- **Automatic vent detection** – improves response simulation by automatically measuring vent size and correcting the value
- **Updated eSTAT targets** – designed to increase patient satisfaction during first fitting and minimize fine-tuning

**Hearing Review, October 2010*

VIBRANT

Wi SERIES i110

- Designed for vibrant lifestyles, includes 16 channels and 16 bands for optimal high-resolution sound imaging, providing optimum flexibility and performance in a broad range of demanding listening environments that include high levels of background noise.
- Premium ear-to-ear processing with Binaural Spatial Mapping.
- Synchronized User Adjustments for volume and memory. Also includes Binaural Telephone Mode.
- Compatibility with all SurfLink Accessories.
- PureWave Feedback Eliminator – ensures wide fitting ranges and a fast response to more complex feedback.
- Premium Voice iQ^2 utilizes 16-channel high resolution for successful performance in noise, including up to 20dB of noise reduction.
- Spectral iQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- InVision Directionality* – designed to better perform in highly complex environments with background noise.
- Live Real Ear Measurement measures the hearing aid output in your patient's ear, ensuring an accurate fit to prescriptive targets.
- Live Speech Mapping verifies hearing aid's processing of speech, or any live acoustic input, in real time; 3D display engages patient and family in fitting process.
- Intuitive Features include Music Processing, Voice Indicators, Automatic Telephone Solutions and Television Processing.

*Not available on Secret Ear CIC

ACTIVE

Wi SERIES i90

- Designed for active lifestyles, includes 12 channels and 12 bands for high-resolution sound imaging, providing excellent performance in a broad range of demanding listening environments that include moderate levels of background noise.
- Advanced ear-to-ear processing with Binaural Spatial Mapping.
- Synchronized User Adjustments for volume and memory. Also includes Binaural Telephone Mode.
- Compatibility with all SurfLink Accessories.
- PureWave Feedback Eliminator – ensures wide fitting ranges and a fast response to more complex feedback.
- Advanced Voice iQ^2 utilizes 12-channel high resolution for successful performance in noise, including up to 8dB of noise reduction.
- Spectral iQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- InVision Directionality* – designed to better perform in highly complex environments with background noise.
- Live Real Ear Measurement measures the hearing aid output in your patient's ear, ensuring an accurate fit to prescriptive targets.
- Live Speech Mapping verifies hearing aid's processing of speech, or any live acoustic input, in real time.
- Intuitive Features include Automatic Telephone Solutions and Television Processing.

SOCIAL

Wi SERIES i70

- Designed for social lifestyles, includes 8 channels and 8 bands for precise sound imaging, providing good performance in environments with minimal to moderate levels of background noise.
- Synchronized User Adjustments for volume and memory. Also includes Binaural Telephone Mode.
- Compatibility with all SurfLink Accessories.
- PureWave Feedback Eliminator – leading technology that ensures wide fitting ranges and a fast response to more complex feedback.
- Select Voice iQ^2 utilizes 8-channel high resolution for successful performance in noise.
- Spectral iQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- InVision Directionality* – designed to better perform in highly complex environments with background noise.
- Live Real Ear Measurement measures the hearing aid output in your patient's ear.
- Live Speech Mapping verifies hearing aid's processing of speech, or any live acoustic input, in real time.
- Intuitive Features include Automatic Telephone Solutions and Television Processing.

BETTER HEARING IS WHO WE ARE

Starkey

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